

City of Madison, Wisconsin

**REPORT OF: URBAN DESIGN COMMISSION****PRESENTED:** August 5, 2009**TITLE:** 7017 Mineral Point Road – New  
Construction in a Planned Commercial Site  
Exceeding 40,000 Square Feet of Retail  
Space for a Multi-Tenant Retail Building.  
9<sup>th</sup> Ald. Dist. (15556) (Previously reviewed  
as 66 West Towne Mall)**REFERRED:****REREFERRED:****REPORTED BACK:****AUTHOR:** Alan J. Martin, Secretary**ADOPTED:****POF:****DATED:** August 5, 2009**ID NUMBER:**

Members present were: Bruce Woods, Richard Wagner, John Harrington, Marsha Rummel, Dawn Weber, Richard Slayton, Todd Barnett, Jay Ferm, Ron Luskin and Mark Smith.

**SUMMARY:**

At its meeting of August 5, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a multi-tenant retail building located at 7017 Mineral Point Rod. Appearing on behalf of the project were Paul Mattas and Chris Meske, both representing CBL & Associates; and Ald. Paul Skidmore, District 9. Meske provided commentary relevant to modifications to the proposed plans as follows:

- The addition of more bike racks at the building's entries utilizing a hitching post style rack.
- Modifications to ramp configurations to be perpendicular to the curb, as well as the relocation of a pedestrian connection to Gammon Road to the north to accommodate a ramp.
- The tightening of curb radii around the building pad to promote traffic calming.
- Enhancement to the landscape materials palette to provide for more height, shape and color, including the addition of Honey locust and understory plantings adjacent to the Smash Burger patio as part of an enhanced screening adjacent to surface parking.
- A redesign of the building façade to be more modern, including the elimination of the use of EIFS in favor of more brick masonry accent banding, metal and cement masonry units. The upper parapet treatment has been varied.

Following a review of the plans the Commission noted the following:

- Need to provide more space along east elevation walkway to flatten the handicapped access.
- Study modifying the southerly parking area to create a double-loaded parking base utilizing the shared drive aisle with the adjacent Longhorn Steak House site, combined with eliminating the drive aisle adjacent to the south elevation and elimination of a portion of the parking off of the current single-loaded drive aisle adjacent to the south elevation to provide for the relocation of the ADA accessible stalls to be off of the southwesterly corner of the building for more direct access and to create more greenspace. As an option look at a traffic table to eliminate slope from the handicapped access ramp for

its full width and make sidewalk flat to eliminate the up and down on the walk along the east elevation and shift handicapped ramp over and eliminate crosswalk from staired entry from South Gammon Road.

**ACTION:**

On a motion by Weber, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (10-0). The motion required modifications to either the south elevation's parking arrangement to provide for relocated handicapped access and more greenspace, or a redo of handicapped access as proposed to eliminate the slope of ramps at the sidewalk/pedestrian area along the building's east elevation, combined with a shifting further south of the handicapped accessible parking stalls abutting South Gammon Road and accessible pathway to the east elevation of the building.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6, 6.5, 7, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 7017 Mineral Point Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	-	6.5	6	6.5	7	6.5
	7	7	7	-	-	7	7	7
	7	7	7	7	-	6	7	7
	5	6	5	-	-	5	5	5
	5	7	-	6	-	7	4	-
	-	7	6	-	-	6	-	7
	6	6	6	-	-	6	7	6
	-	-	-	-	-	-	-	7

**General Comments:**

- Nice improvements. New take on suburban retail. Outdoor seating will be very inviting.
- Nice job upgrading the building to something different.
- Good job! Excellent pedestrian friendly site improvements.
- Architecture rocks! Look at drive aisle recommendations, especially traffic table.
- Nice improvements.
- Good infill development.